

Vernon



URANTIA FOUNDATION  
533 DIVERSEY PARKWAY CHICAGO ILLINOIS 60614

July 9, 1974

Mr. M. Vernon  
Urantia Produce  
1708 Parker Street  
Berkeley, California - 94703

Dear Mr. Vernon:

We understand you sell fresh fruits and vegetables from a truck bearing a sign "URANTIA Produce".

Perhaps you are acquainted with the URANTIA teachings, and may even be a reader of The URANTIA Book. We are sure your use of the word URANTIA is innocent and with only the best of intentions.

Nevertheless, we must point out that the word URANTIA is a registered trademark and service mark of URANTIA Foundation. The word URANTIA cannot be used without prior written permission of the Trustees of URANTIA Foundation. Actually, URANTIA serves as the identifying name for the organizations and official activities associated with The URANTIA Book.

We ask that you kindly not use URANTIA as a name for your business. We will appreciate your friendly co-operation.

May we have your written assurance that you will discontinue your use of the word URANTIA?

Very truly yours,

Thomas A. Kendall  
President

TAK:kfm

bcc: Thomas A. Kendall, President  
Mr. Vern B. Grimsley ✓

copy To Tom 9/2/74

July 13, 1974

Mr. Thomas A. Kendall  
Urantia Foundation  
533 Diversey Parkway  
Chicago, Illinois 60614

RECEIVED  
AUG 19 1974  
URANTIA

Dear Mr. Kendall:

The name "URANTIA Produce" was conceived in a moment of levity.

In contrasting our situation out here, which is incredible and pathetic, with the awesome and inspiring realities revealed in The BOOK, and contrasting our situation with the, for us, staggering and humbling parameters of the swiftly looming into consciousness fourth dimensional air-ocean world, we adopted as a name for a now defunct fruit and vegetables from-dilapidated-truck-sold enterprise, "URANTIA Produce." It was a moment of cosmic humor invented and spent in innocence.

However, in this current time of planetary tribulation, and reflecting upon our belief that The URANTIA BOOK alone among all writings presents the SYNTHESIS which will save this world species, our humor was infantile and stupid.

We won't do IT again. Mum's the word.

Toward the descent of a new mind upon this race,  
in the body of the Limitless Energizer,  
we are,

Mark K. Vignon and J. Trimble



URANTIA®

URANTIA FOUNDATION  
533 DIVERSEY PARKWAY CHICAGO ILLINOIS 60614

August 22, 1974

Messrs. Mark K. Vernon and J. Trimble  
1708 Parker St.  
Berkeley, Ca. 94703

Dear Messrs. Vernon and Trimble:

Thank you for your letter of July 13.

We appreciate your cooperation in discontinuing the use of the word "Urantia" on the produce truck. We understand, in fact, from your letter that the business is no longer active.

We are happy to see that you apparently are a URANTIA Book reader and realize the significance of its message. Thanks again.

TAK:cew

cc TAK  
cc VBG

Very truly yours,

Thomas A. Kendall  
President